

## ABSTRACT

Along with the development of technology, it produces convenience in many ways, for example the ease of accessing information. Because of this development that allows us to access information anywhere and anytime, because information is included in the needs that everyone needs. Technological developments also gave birth to various kinds of new social media, for example Youtube. The content creators are also competing to provide various kinds of spectacle treats that can entertain the audience. Deddy Corbuzier is also a content creator who has a Youtube account. In his Youtube account, Deddy Corbuzier provides different podcast content, namely podcasts that can be watched. Deddy Corbuzier also often invites important and validated people to be his resource persons. That way, people can easily get clear and reliable information. That way Youtube Deddy Corbuzier is able to make it easier for users to get information and fulfill their needs. If the information needs can be met, then the user will feel satisfied. This study aims to determine the level of customer satisfaction of Deddy Corbuzier's Youtube account. To be able to see the level of satisfaction, researchers use the theory of utility and satisfaction, which considers the satisfaction sought or the expected satisfaction and the satisfaction obtained or obtained. The method in this study uses quantitative surveys to 100 respondents, with quota sampling technique. The results of this study indicate that Deddy Corbuzier's Youtube account subscribers are satisfied. This is based on gratification sought having a score of 3412 with a percentage of 85.3% and gratification obtained having a score of 3432 with a percentage of 85.8%.

**Keywords:** satisfaction, social media, Youtube, Deddy Corbuzier, uses and gratification.